

Request for Proposals Greater Helena Area Active Living Wayfinding System

The Healthy Communities Coalition, with the Western Central Chapter of the American Planning Association as the fiscal agent, has received a Plan4Heath grant to create a Wayfinding System and Communications Plan. Funding not to exceed \$94,000 is made available through a partnership between the American Public Health Association, the American Planning Association and the Centers for Disease Control and Prevention for consultant services to help the coalition complete this project. This request for proposals is to select a consultant to design an Active Living Wayfinding System and a Communications Plan for the community to increase health equity by guiding people to places that offer opportunities for physical activity and nutritious food. The timeline for this project begins with consultant selection with project completion September 1, 2016.

The services to be provided will include:

- ❑ Review of existing documents including but not limited to: Growth Policies of the City of Helena, Lewis and Clark County and the City of East Helena, Parks Plans and Inventories of each jurisdiction, the 2015 Greater Helena Area Long Range Transportation Plan, City of Helena's ADA Transition Plan, Helena Downtown Master Plan, the 2015 Community Health Report, the 2013 Community Health Improvement Plan, the City of Helena ADA audits and the accessibility audit conducted through the Disabilities and Healthy Communities grant.
- ❑ Convene and conduct focus groups of key stakeholders including but not limited to: low income individuals, seniors, people with disabilities, WIC program participants, Bike Walk Helena, Non-motorized Travel Advisory Council, City-County Parks Board, Helena Business Improvement District, Prickly Pear Land Trust, people living within the Cities of Helena and East Helena, and those living in the Helena Valley. Gather information related to stakeholders priority destinations, routes and connections throughout the city and county that is relevant to the creation of the Wayfinding System and Communications Plan. Examples include: access to trails, non-motorized routes to downtown activities, and connections to healthy food options. Focus group questions, identification of stakeholders and timeline will include input from the coalition members;
- ❑ Draft a Wayfinding System that incorporates universal design principles, including the Federal Highway Administrations guidance on Bicycle and Pedestrian Provisions, the Manual on Uniform Traffic Control Devices, the Americans with Disabilities Act, the Public Rights-of-Way Accessibility Guidelines, the American Association of State Highway and Transportation Officials bicycle and pedestrian design guides, National Association of City Transportation Officials Urban Bikeway Design Guide, and the Institute of

Transportation Engineers Designing Urban Walkable Thoroughfares as well as input gathered from stakeholders and coalition members.

- ☐ Develop design concepts including recommendations for messaging, typography, colors, and size for all potential sign types recognizing new design developments and current trends.
- ☐ Draft a Communications Plan that initially identifies how to best gather input from target audiences, and then incorporates their feedback on how to communicate with all users about the wayfinding system and how to access the trails and connections to resources throughout the community. The plan should include a suggested path for the cities and county to adopt and implement the wayfinding plan.
- ☐ Present draft concepts to coalition members, and then following revision to governing bodies, and in a public forum.
- ☐ Create recommended schedule of sign types, quantity and location plan.
- ☐ Provide digital design files for fabrication of prototypes.
- ☐ Compile detailed statement of probable costs for fabrication and installation. Product recommendations should address durability of the signs with respect to ongoing, anticipated operations and maintenance costs.
- ☐ Research and make recommendations of funding options available for wayfinding signage and ongoing communications.
- ☐ Provide the final Wayfinding System and Communications Plan in both electronic and hard copy.

Responses should include:

1. the firm's legal name, address, and telephone number;
2. the experience and qualifications of the staff to be assigned to project;
3. a description of the firm's prior experience, including any similar projects, size of community, location, total construction cost, and name of a local official knowledgeable regarding the firm's performance;
4. a description of the firm's current work activities and how these would be coordinated with the project, as well as the firm's anticipated availability during the term of the project; and
5. the proposed work plan and schedule for activities to be performed.

Respondents will be evaluated according to the following factors:

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| 1. | Scope of Services including Methods, Work Plan and Timeline | 30% |
| 2. | Consultant Qualifications and Experience
(including reference checks) | 30% |
| 3. | Overall Proposal Quality – Completeness, Clarity and Layout | 25% |
| 4. | Availability and Capacity of the Consultant to Respond | 15% |

A selection of finalists may be interviewed based on an evaluation of the written responses. The award will be made to the most qualified offeror whose proposal is deemed most advantageous to the Healthy Communities Coalition partners, all factors considered. Unsuccessful offerors will be notified as soon as possible.

Questions and responses should be directed to Laura Erikson, City/County Building, 316 N. Park, Helena, Montana, 59623, lerikson@lccountymt.gov, 406-447-8383. **All responses must be delivered to the above address no later than COB February 19, 2016.** Five hard copies and 1 electronic copy are requested.

This solicitation is being offered in accordance with federal and state statutes governing procurement of professional services. Accordingly, Lewis and Clark County and partners *reserve* the right to negotiate an agreement based on fair and reasonable compensation for the scope of work and services proposed, as well as the right to reject any and all responses deemed unqualified, unsatisfactory or inappropriate.